



# NEWS RELEASE

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**District:** Headquarters  
**Contact:** Tricia Coder  
**Phone:** (530) 229-0511  
**Contact:** Tamie McGowen  
**Phone:** (916) 657-5060

## FOR IMMEDIATE RELEASE

### **California Schools Cash In By Taking The Caltrans “Distraction School Zone Challenge”**

**REDDING** - Three California schools have cashed in on a new Caltrans highway safety campaign designed to educate students about the dangers of distracted driving in work zones. The Distraction School Zone Challenge is part of Caltrans’ “Be Work Zone Alert” campaign.

Caltrans teamed up with iHeart Media last Spring to offer schools a chance to win between \$500-\$2,000 dollars. Students participated in a “Lead the Leaders Workshop” to see what it would take to win the money for their school. They then went to work designing on-campus events centered around distracted driving and encouraged all students to download the Distracted School Zone Challenge app and earn points by playing the game.

In this News Flash, Caltrans PIO Trisha Coder shows us what it took to win the very first Distraction School Zone Challenge and how you can enter schools in your area for the second annual contest this Fall. Register now! The registration deadline has been extended to October 15, 2015. Just visit <http://beworkzonealert.com/distraction-zone.html> for more information.

This video may be viewed at: <https://youtu.be/d9gO7AqdtOE>

This News Flash is the 37th in a series of videos highlighting Caltrans’ activities that keep California’s transportation system moving forward.

For more information about the department’s activities, connect with Caltrans:  
[www.dot.ca.gov/socialmedia](http://www.dot.ca.gov/socialmedia)

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